

Rep Order# 6853280    Ver# 1    Status New    Traffic Order#    Printed: 09/17/2012 4:43 PM    1 of 2

EC'd Yes    Last Received: 09/17/2012 4:24 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.	Agency (    ) WATERFRONT STRATEGIES	Rep Firm
Advertiser (    ) SEIU	3050 K ST NW	Sales Office (    ) PHILADELPHIA
Product S.E.I.U.	WASHINGTON, DC 20007	Salesperson (    ) ANJIE BRADY
Estimate# 1432	Agency C/P1/P2/E 79/86/1432	
Buyer DAN NAGELBERG	Flight Dates 09/18/2012 - 09/24/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: SERVICE EMPLOYEES INTERNATIONAL UNION SC=\*

-- REMARKS --

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$8950  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA  
.  
\*\*REPLACES HMP HL# 6847485

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	10A-11A		:30	\$100.00	09/18-09/21	3	1	3	\$300.00	
				Buyline Comment: MILLIONAIRE								
	2	TU-F	7P-730P		:30	\$400.00	09/18-09/21	2	1	2	\$800.00	
				Buyline Comment: TMZ ON TV								
	3	M	9P-10P		:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
				Buyline Comment: MOB DOCTOR								
	4	W	8P-10P		:30	\$2,500.00	09/19-09/19	1	1	1	\$2,500.00	
				Buyline Comment: THE X FACTOR								
	5	SA	11P-1130P		:30	\$1,000.00	09/22-09/22	1	1	1	\$1,000.00	
				Buyline Comment: SATURDAY LATE NEWS								
	6	TU-F	4P-5P		:30	\$250.00	09/18-09/21	3	1	3	\$750.00	
				Buyline Comment: STEVE WILKOS								
	7	M	4P-5P		:30	\$250.00	09/24-09/24	1	1	1	\$250.00	
				Buyline Comment: STEVE WILKOS								

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3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/1432  
Flight Dates 09/18/2012 - 09/24/2012  
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	8	M	10P-1045P	LATE NEWS	:30	\$1,200.00	09/24-09/24	1	1	1	\$1,200.00	
Buyline Comment: LATE NEWS												
	9	TU-F	1130P-12A	DISH NATION	:30	\$150.00	09/18-09/21	1	1	1	\$150.00	
Buyline Comment: DISH NATION												

---REPORT TOTALS---

Report Totals: 14 / \$8,950.00

---SALES MONTHLY TOTALS---

Sep 12: 14 / \$8,950.00

Sales Totals: 14 / \$8,950.00

Station Totals: 14 / \$8,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---	Market Totals	\$89,500	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
			WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE